

Confectionery in China to 2014

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Abstracts

Introduction

This databook provides key data and information on the confectionery market in China. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- * Contains information on four categories: cereal bars, chocolate, gum and sugar confectionery
- * Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Category level company and brand share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the confectionery market, including company overview, key facts and business description

Highlights

The market for confectionery in China increased at a compound annual growth rate of 4.8% between 2004 and 2009.

The sugar confectionery category led the confectionery market in China, accounting for a share of 60.8%.

Leading players in Chinese confectionery market include Mars, Inc., Want Want Group and Lotte Group.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the confectionery market in China
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: confectionery
Summary category level: cereal bars
Summary category level: chocolate
Summary category level: gum
Summary category level: sugar confectionery

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 MARKET OVERVIEW

Value analysis (Chinese Yuan Renminbi), 2004-09
Value analysis (Chinese Yuan Renminbi), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 4 LEADING COMPANY PROFILES

Mars, Incorporated
Want Want China Holdings Limited

CHAPTER 5 CATEGORY ANALYSIS: CEREAL BARS

Value analysis (Chinese Yuan Renminbi), 2004-09
Value analysis (Chinese Yuan Renminbi), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14

Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 CATEGORY ANALYSIS: CHOCOLATE

Value analysis (Chinese Yuan Renminbi), 2004-09
Value analysis (Chinese Yuan Renminbi), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: GUM

Value analysis (Chinese Yuan Renminbi), 2004-09
Value analysis (Chinese Yuan Renminbi), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: SUGAR CONFECTIONERY

Value analysis (Chinese Yuan Renminbi), 2004-09
Value analysis (Chinese Yuan Renminbi), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis

Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 COUNTRY COMPARISON

Value
Volume
Market share

CHAPTER 10 NEW PRODUCT DEVELOPMENT

Product launches over time
Recent product launches

CHAPTER 11 MACROECONOMIC PROFILE

Macroeconomic Indicators

CHAPTER 12 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 13 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Confectionery, China, value by category (CNYm), 2004-14
- Figure 2: Confectionery, China, category growth comparison, by value, 2004-14
- Figure 3: Confectionery, China, volume by category (kg, million), 2004-14
- Figure 4: Confectionery, China, category growth comparison, by volume, 2004-14
- Figure 5: Confectionery, China, company share by value (%), 2008-09
- Figure 6: Confectionery, China, distribution channels by value (%), 2008-09
- Figure 7: Cereal bars, China, value by segment (CNYm), 2004-14
- Figure 8: Cereal bars, China, category growth comparison, by value, 2004-14
- Figure 9: Cereal bars, China, volume by segment (kg, million), 2004-14
- Figure 10: Cereal bars, China, category growth comparison, by volume, 2004-14
- Figure 11: Cereal bars, China, company share by value (%), 2008-09
- Figure 12: Cereal bars, China, distribution channels by value (%), 2008-09
- Figure 13: Chocolate, China, value by segment (CNYm), 2004-14
- Figure 14: Chocolate, China, category growth comparison, by value, 2004-14
- Figure 15: Chocolate, China, volume by segment (kg, million), 2004-14
- Figure 16: Chocolate, China, category growth comparison, by volume, 2004-14
- Figure 17: Chocolate, China, company share by value (%), 2008-09
- Figure 18: Chocolate, China, distribution channels by value (%), 2008-09
- Figure 19: Gum, China, value by segment (CNYm), 2004-14
- Figure 20: Gum, China, category growth comparison, by value, 2004-14
- Figure 21: Gum, China, volume by segment (kg, million), 2004-14
- Figure 22: Gum, China, category growth comparison, by volume, 2004-14
- Figure 23: Gum, China, company share by value (%), 2008-09
- Figure 24: Gum, China, distribution channels by value (%), 2008-09
- Figure 25: Sugar confectionery, China, value by segment (CNYm), 2004-14
- Figure 26: Sugar confectionery, China, category growth comparison, by value, 2004-14
- Figure 27: Sugar confectionery, China, volume by segment (kg, million), 2004-14
- Figure 28: Sugar confectionery, China, category growth comparison, by volume, 2004-14
- Figure 29: Sugar confectionery, China, company share by value (%), 2008-09
- Figure 30: Sugar confectionery, China, distribution channels by value (%), 2008-09
- Figure 31: Global confectionery market split (value terms, 2009), top five countries
- Figure 32: Global confectionery market value, 2004–09, top five countries
- Figure 33: Global confectionery market split (volume terms, 2009), top five countries
- Figure 34: Global confectionery market volume, 2004–09, top five countries

Figure 35: Annual data review process

List Of Tables

LIST OF TABLES

- Table 1: Confectionery category definitions
- Table 2: Confectionery distribution channels
- Table 3: Confectionery, China, value by category (CNYm), 2004-09
- Table 4: Confectionery, China, value forecast by category (CNYm), 2009-14
- Table 5: Confectionery, China, value by category (\$m), 2004-09
- Table 6: Confectionery, China, value forecast by category (\$m), 2009-14
- Table 7: Confectionery, China, volume by category (kg, million), 2004-09
- Table 8: Confectionery, China, volume forecast by category (kg, million), 2009-14
- Table 9: Confectionery, China, brand share by value (%), 2008-09
- Table 10: Confectionery, China, value by brand (CNYm), 2008-09
- Table 11: Confectionery, China, company share by value (%), 2008-09
- Table 12: Confectionery, China, value by company (CNYm), 2008-09
- Table 13: Confectionery, China, distribution channels by value (%), 2008-09
- Table 14: Confectionery, China, value by distribution channel (CNYm), 2008-09
- Table 15: Confectionery, China, expenditure per capita (CNY), 2004-09
- Table 16: Confectionery, China, forecast expenditure per capita (CNY), 2009-14
- Table 17: Confectionery, China, expenditure per capita (\$), 2004-09
- Table 18: Confectionery, China, forecast expenditure per capita (\$), 2009-14
- Table 19: Confectionery, China, consumption per capita (kg), 2004-09
- Table 20: Confectionery, China, forecast consumption per capita (kg), 2009-14
- Table 21: Mars, Incorporated key facts
- Table 22: Want Want China Holdings Limited key facts
- Table 23: Cereal bars, China, value by segment (CNYm), 2004-09
- Table 24: Cereal bars, China, value forecast by segment (CNYm), 2009-14
- Table 25: Cereal bars, China, value by segment (\$m), 2004-09
- Table 26: Cereal bars, China, value forecast by segment (\$m), 2009-14
- Table 27: Cereal bars, China, volume by segment (kg, million), 2004-09
- Table 28: Cereal bars, China, volume forecast by segment (kg, million), 2009-14
- Table 29: Cereal bars, China, brand share by value (%), 2008-09
- Table 30: Cereal bars, China, value by brand (CNYm), 2008-09
- Table 31: Cereal bars, China, company share by value (%), 2008-09
- Table 32: Cereal bars, China, value by company (CNYm), 2008-09
- Table 33: Cereal bars, China, distribution channels by value (%), 2008-09
- Table 34: Cereal bars, China, value by distribution channel (CNYm), 2008-09
- Table 35: Cereal bars, China, expenditure per capita (CNY), 2004-09

- Table 36: Cereal bars, China, forecast expenditure per capita (CNY), 2009-14
- Table 37: Cereal bars, China, expenditure per capita (\$), 2004-09
- Table 38: Cereal bars, China, forecast expenditure per capita (\$), 2009-14
- Table 39: Cereal bars, China, consumption per capita (kg), 2004-09
- Table 40: Cereal bars, China, forecast consumption per capita (kg), 2009-14
- Table 41: Chocolate, China, value by segment (CNYm), 2004-09
- Table 42: Chocolate, China, value forecast by segment (CNYm), 2009-14
- Table 43: Chocolate, China, value by segment (\$m), 2004-09
- Table 44: Chocolate, China, value forecast by segment (\$m), 2009-14
- Table 45: Chocolate, China, volume by segment (kg, million), 2004-09
- Table 46: Chocolate, China, volume forecast by segment (kg, million), 2009-14
- Table 47: Chocolate, China, brand share by value (%), 2008-09
- Table 48: Chocolate, China, value by brand (CNYm), 2008-09
- Table 49: Chocolate, China, company share by value (%), 2008-09
- Table 50: Chocolate, China, value by company (CNYm), 2008-09
- Table 51: Chocolate, China, distribution channels by value (%), 2008-09
- Table 52: Chocolate, China, value by distribution channel (CNYm), 2008-09
- Table 53: Chocolate, China, expenditure per capita (CNY), 2004-09
- Table 54: Chocolate, China, forecast expenditure per capita (CNY), 2009-14
- Table 55: Chocolate, China, expenditure per capita (\$), 2004-09
- Table 56: Chocolate, China, forecast expenditure per capita (\$), 2009-14
- Table 57: Chocolate, China, consumption per capita (kg), 2004-09
- Table 58: Chocolate, China, forecast consumption per capita (kg), 2009-14
- Table 59: Gum, China, value by segment (CNYm), 2004-09
- Table 60: Gum, China, value forecast by segment (CNYm), 2009-14
- Table 61: Gum, China, value by segment (\$m), 2004-09
- Table 62: Gum, China, value forecast by segment (\$m), 2009-14
- Table 63: Gum, China, volume by segment (kg, million), 2004-09
- Table 64: Gum, China, volume forecast by segment (kg, million), 2009-14
- Table 65: Gum, China, brand share by value (%), 2008-09
- Table 66: Gum, China, value by brand (CNYm), 2008-09
- Table 67: Gum, China, company share by value (%), 2008-09
- Table 68: Gum, China, value by company (CNYm), 2008-09
- Table 69: Gum, China, distribution channels by value (%), 2008-09
- Table 70: Gum, China, value by distribution channel (CNYm), 2008-09
- Table 71: Gum, China, expenditure per capita (CNY), 2004-09
- Table 72: Gum, China, forecast expenditure per capita (CNY), 2009-14
- Table 73: Gum, China, expenditure per capita (\$), 2004-09
- Table 74: Gum, China, forecast expenditure per capita (\$), 2009-14

- Table 75: Gum, China, consumption per capita (kg), 2004-09
- Table 76: Gum, China, forecast consumption per capita (kg), 2009-14
- Table 77: Sugar confectionery, China, value by segment (CNYm), 2004-09
- Table 78: Sugar confectionery, China, value forecast by segment (CNYm), 2009-14
- Table 79: Sugar confectionery, China, value by segment (\$m), 2004-09
- Table 80: Sugar confectionery, China, value forecast by segment (\$m), 2009-14
- Table 81: Sugar confectionery, China, volume by segment (kg, million), 2004-09
- Table 82: Sugar confectionery, China, volume forecast by segment (kg, million), 2009-14
- Table 83: Sugar confectionery, China, brand share by value (%), 2008-09
- Table 84: Sugar confectionery, China, value by brand (CNYm), 2008-09
- Table 85: Sugar confectionery, China, company share by value (%), 2008-09
- Table 86: Sugar confectionery, China, value by company (CNYm), 2008-09
- Table 87: Sugar confectionery, China, distribution channels by value (%), 2008-09
- Table 88: Sugar confectionery, China, value by distribution channel (CNYm), 2008-09
- Table 89: Sugar confectionery, China, expenditure per capita (CNY), 2004-09
- Table 90: Sugar confectionery, China, forecast expenditure per capita (CNY), 2009-14
- Table 91: Sugar confectionery, China, expenditure per capita (\$), 2004-09
- Table 92: Sugar confectionery, China, forecast expenditure per capita (\$), 2009-14
- Table 93: Sugar confectionery, China, consumption per capita (kg), 2004-09
- Table 94: Sugar confectionery, China, forecast consumption per capita (kg), 2009-14
- Table 95: Global confectionery market value, 2009
- Table 96: Global confectionery market split (value terms (\$m), 2009), top five countries
- Table 97: Global confectionery market volume, 2009
- Table 98: Global confectionery market split (volume terms, 2009), top five countries
- Table 99: Leading players, top five countries
- Table 100: China confectionery new product launches reports, by company (top five companies), 2009
- Table 101: China confectionery new product launches SKUs, by company (top five companies), 2009
- Table 102: China confectionery new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 103: China confectionery new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 104: China confectionery new product launches (reports), by package tags or claims 2009
- Table 105: China confectionery new product launches - recent five launches (2009)
- Table 106: China population, by age group, 2004-09 (millions)
- Table 107: China population forecast, by age group, 2009-14 (millions)

- Table 108: China population, by gender, 2004-09 (millions)
- Table 109: China population forecast, by gender, 2009-14 (millions)
- Table 110: China nominal GDP, 2004-09 (CNYbn, nominal prices)
- Table 111: China nominal GDP forecast, 2009-14 (CNYbn, nominal prices)
- Table 112: China real GDP, 2004-09 (CNYbn, 2000 prices)
- Table 113: China real GDP forecast, 2009-14 (CNYbn, 2000 prices)
- Table 114: China real GDP, 2004-09 (\$bn, 2000 prices)
- Table 115: China real GDP forecast, 2009-14 (\$bn, 2000 prices)
- Table 116: China consumer price index, 2004-09 (2000=100)
- Table 117: China consumer price index, 2009-14 (2000=100)

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